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Claims

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 Removable storage medium for distribution of audiovisual presentation data (2,3,4), the removable storage medium comprising

- audio-visual presentation data (2,3,4) to be read by a playback device; and

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- firmware update data (5) for a plurality of types (M11,...,M3i) of playback devices, wherein a portion of said firmware update data may be used for updating the functioning of a playback device of one of said plurality of types.
- 2. Removable storage medium according to claim 1, wherein the firmware update data are stored within a single file (50) on said removable storage medium.
- 3. Removable storage medium according to claim 1, wherein the firmware update data are stored within a plurality of files (M11,...,M3i) within a single dedicated branch (5), or subbranches (51,52,53) of a dedicated single branch (5) of a directory tree on said removable storage medium.
- 4. Removable storage medium according to any of the previous claims, wherein the firmware update data stored on the removable storage medium are only temporarily stored in the playback device, and replace a portion of the firmware of the device.

5. Removable storage medium according to any of the previous claims, wherein the updateable functioning of the playback device refers to the user interface

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or the reproduction of said audio-visual data.

- 6. Removable storage medium according to any of the previous claims, containing a data structure that comprises separate branches for audio-visual playlists (2), clip related information (3), audio-visual data streams (4) and firmware update data (5).
- 7. Method for automatically updating a playback device for removable storage media, the removable storage media being used for distribution of audio-visual presentation data (2,3,4), comprising the steps of
 - detecting if a readable removable storage medium contains firmware update data (5,50) suitable for updating the playback device;
 - reading a first portion of data (50) from said storage medium, the first portion containing firmware update data suitable for updating the playback device;
- storing the firmware update data, or an applicable portion of the firmware update data within the playback device; and
 - updating the firmware of the playback device with the firmware update data, or an applicable portion of the firmware update data.
 - 8. Method according to claim 7, further comprising the step of reading and reproducing audio-visual presentation data from said removable storage medium.
 - 9. Method according to claim 7 or 8, further comprising the step of detecting if said firmware update data is already available to said playback device, initially

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or from an earlier update process.

- 10. Playback device for removable storage media, the removable storage media being used for distribution of audio-visual presentation data (2,3,4), the device comprising
 - means (μP) for detecting if a readable removable storage medium (D) contains firmware update data suitable for updating the playback device;
- means (OP) for reading a first portion of data from said storage medium (D), the first portion containing firmware update data suitable for updating the playback device;
 - means (MEM) for storing the firmware update data, or an applicable portion of the firmware update data within the playback device; and
 - means (EEPROM) for updating the firmware of the playback device with the firmware update data, or an applicable portion of the firmware update data.